

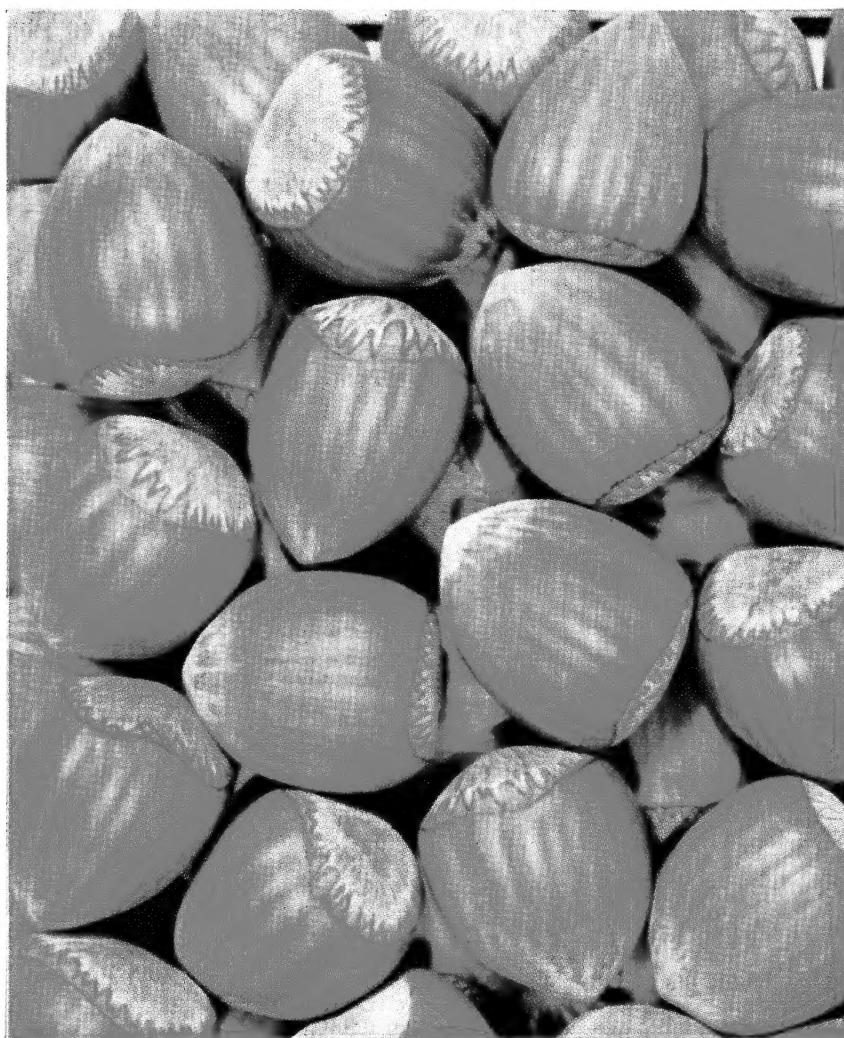
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Royal



The World's Finest Filbert



Grown Only by

H. L. PEARCY NURSERY CO.

Rt. 2, Box 190

SALEM, OREGON

Telephone 31355

ROYAL FILBERTS

About 25 years ago the original seedling which was later named Royal, was growing at Stayton, Oregon. The grower of this tree was the late Mr. E. Roy, a retired jeweler. The late A. A. Quaarenburg of Vancouver, Washington, beloved by all who knew him, suggested the name Royal for this wonderful nut.

In order to better appreciate Royal, we are comparing it to Barcelona, the most planted of all varieties in America. Barcelona has been a profitable filbert to grow until the heavy importation of filbert nuts from Europe in the winter of 1946-47. The importations this past winter were somewhat smaller and the price of our local filberts was somewhat higher. Germany was a heavy user of European filberts before the war. The Marshall plan will probably result in many tons of European filberts being shipped to Germany and other European countries that are now unable to purchase filberts. This should all help to remove ruinous competition to our local filberts.

Barcelona has long been considered as the best and most profitable of filberts. It will continue to be a profitable variety to grow. It has been "tops" since Brokke, Lima, Powell, Stump, Dorris, Quaarenberg, and Prince and a number of other pioneer growers planted filberts 40 years or more ago. We have thousands of fine Barcelona trees to sell but we have far more praise for Royal. We shall use Barcelona for comparison purposes.

Barcelona has never been noted for its large size nuts, in fact, the medium grade had a higher percentage than the large grade. As the trees increased in age the nut sizes became smaller. Barcelonas in the season of 1946 had .76 of 1% of jumbo grade nuts. In the 1947 season the sellers of filbert nuts reduced the size of each grade. This increased the percentage of nuts in the larger grades. In fact, Barcelona jumped from .76 of 1% jumbos in 1946 to 7% in 1947. How many jumbos did Royal have in 1946? Our figures show that it had 62.8% against .76 of 1% Barcelona. What happened to Royal in 1947 due to the reduced size of the grades? Royal graded out 39.94%, a considerable drop from the previous year of 62.8% jumbo. That was a drop of 22.86% in the jumbo grade. This drop in Jumbos was more than made up in a decided jump in the Super Jumbo grade. The Super Jumbo grade of Royal jumped to 54.61% or an increase of 32.71%. Barcelona is conspicuous by its absence in the Super Jumbo grade. As you well know, the biggest profits are made in the larger grades. And the growers of Royals had a total of 94.55% in Super Jumbo and Jumbo grades in 1947.

We wish to summarize some of the preceding figures for a more intelligent comparison.

Old grading law—1946—	Super Jumbo	Jumbo	Large	Medium	Small	Culls
Royal graded out.....	21.9%	62.8%	9.1%	3%	None	3.2%
Barcelona graded out.....	None	.76%	38%	58%	3%	.24%
New grading law—1947—						
Royal graded out.....	54.61%	39.94%	1.98%	.88%	None	2.59%
Barcelona graded out.....	None	7%	58%	26%	4%	5%
Royal lbs. per ton.....	1092 lbs.	789 lbs.	40 lbs.	17 lbs.	None	51 lbs.
Barcelona lbs. per ton.....	None	140 lbs.	1160 lbs.	520 lbs.	80 lbs.	100 lbs.
Royal selling price.....	33c lb.	27c lb.	23c lb.	21c lb.
Barcelona selling price*.....	25c lb.	23c lb.	21c lb.	18c lb.
Royal grade value.....	\$359.36	\$212.73	\$ 9.08	\$ 3.70
Barcelona grade value.....	\$ 35.00	\$266.80	\$109.00	\$ 14.40

*This was the opening price, it was later lowered 4c to 5c per lb.

The ton of Royals sold for \$584.87 or 29.24c per pound.

The ton of Barcelonas sold for \$424.40 or 21.22c per pound or a net of 8c per pound in favor of the Royals. The Barcelona price was based on the opening price, actually the season's average for Barcelona was less than the above figures so the margin in favor of Royal was greater than indicated.

What is the customer getting when he buys Royal?

A three-year test conducted by the late C. E. Schuster, U. S. Government Nut Culturist at Corvallis, Oregon, showed that Royal had 45.5% to 47.2% kernel and 52.8% to 54.5% shell while Barcelona had 40.5% kernel and 59.5% shell.

We believe the next thing you will be interested in is yield of Royal as compared to Barcelona. We have records of individual trees that are outstanding. Trees 12 to 15 years old are as good as any Barcelonas of the same age. We think, however, yields of individual trees are not reliable, so we will see what two adjoining orchards are doing. One orchard is a Royal orchard and the other is a Barcelona orchard. They are on exactly the same soil type, Newberg coarse sand. They are the same age, in their seventh growing season, so we do not have yield figures for the 1948 season. The first three seasons they both had poor care, since then the care has been much better. The Barcelona trees were supplied by another nursery. The Royal orchard is on the H. L. Percy ranch. The records show that Royal has produced more pounds of larger nuts that sold for more per pound each year for the last three years. For this comparison we are using 1946 selling price for the 1945 and 1946 crops and are using the 1947 selling price for 1947 crop. The 1946 selling price for Royal was 34c per pound for Super Jumbo and Jumbo, 25½c for large, 22c for medium and 14½c for small, or an average of 31.77c per pound. The average for Barcelona was 23.14c per pound.

Average per acre yield and prices received:

1945 4-yr.....ROYAL	21 lbs. @ 31.77c	\$ 6.67	Barcelona	7 lbs. @ 23.14c	\$ 1.62
1946 5-yr.....ROYAL	123 lbs. @ 31.77c	39.07	Barcelona	75 lbs. @ 23.14c	17.35
1947 6-yr.....ROYAL	169 lbs. @ 30c	50.70	Barcelona	68 lbs. @ 21c	14.28
	<u>313 lbs.</u>	<u>\$96.44</u>		<u>150 lbs.</u>	<u>\$33.45</u>

The Royals had double the yield of the Barcelona and nearly three times the gross sales. The yield in neither case was spectacular or anything to brag about but is a good comparison of the two varieties grown under identical conditions. We have had enough experience with Royal to be sure that it will produce as much as Barcelona at any age. The fact that it produces a much larger nut that commands a premium price over other varieties is enough inducement to favor the planting of this variety over any other variety.

WHAT DO THE BROKERS SAY OF ROYAL?

The Oregon Nut Growers Association has introduced ROYAL to some of its eastern brokers. It has received favorable comment from every one of them. One jobber stated that he has an outlet, one of the largest stores in the country, that sold some Royals in the 1946 season. He reported that the manager of this store asked for the exclusive sales rights of the entire 1947 crop of Royals. That firm had experienced the wonderful sales appeal of Royal.



A LOOK INTO THE FUTURE

Royal, with its large glossy shell, furnishes plenty of "eye appeal". That alone would sell the nut but tests conducted by the office of the Government Nut Culturist at Corvallis show that ROYAL contains 5% more kernel than Barcelona. Production records show that it will produce as heavily as any other variety. So we have a large, attractive, well filled nut that commands a premium price. The demand is there for this outstanding filbert. ROYAL is the nut we have long been looking for to take care of this demand for a fancy filbert. Why not cash in on this opportunity?